

LCGC NORTH AMERICA 2014 RATES

Four Color Rates - US Dollars

	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	11,645	11,510	11,305	11,170	10,985	10,695	10,500	10,400
2/3 Page	10,835	10,725	10,675	10,095	9,930	9,675	9,485	9,390
1/2 Page Island	9,740	9,675	9,615	9,130	8,975	8,780	8,610	8,545
1/2 Page	9,535	9,460	9,405	8,915	8,770	8,570	8,395	8,330
1/3 Page	7,660	7,580	7,515	7,215	7,115	6,945	6,835	6,775
1/4 Page	6,665	6,605	6,535	6,325	6,210	6,105	6,010	5,965

Ad Dimensions

	Width	Depth
Trim Size	7 3/4"	10 1/2"
Full Page Bleed	8"	10 3/4"
Full Page Live Area	7 1/4"	10"
Full Page Non-Bleed	6 3/4"	9"
2/3 Page	4 1/2"	9 1/2"
1/2 Page Island	4 1/2"	7"
1/2 Page Horizontal	6 3/4"	4 5/8"
1/2 Page Vertical	3 3/8"	9 1/2"
1/3 Page Square	4 1/2"	4 5/8"
1/3 Page Vertical	2 1/8"	9 1/2"
1/4 Page	3 3/8"	4 5/8"

Special Positions

Cover 2	1,720
Cover 3	1,720
Cover 4	3,295
Preferred Pos.	1,370

Publication Dimensions

	Width	Depth
Spread Size	14 1/2"	9 1/2"
Bleed (Spread)	15 3/4"	10 3/4"

Digital Ad Requirements

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to www.AdsAtAdvanstar.com or contact the production manager.
2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.
3. **Accepted Method of Delivery:** The preferred method of delivering ad files to Advanstar is via a web based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.
4. **Ad Proofs:** To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.